

ESTTA Tracking number: **ESTTA385676**

Filing date: **12/27/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Starr International Company, Inc.
Granted to Date of previous extension	12/26/2010
Address	101 Baarerstrasse Zug, 6300 SWITZERLAND
Attorney information	Jill K. Tomlinson Cowan, Liebowitz & Latman, P.C. 1133 Avenue of the Americas New York, NY 10036 UNITED STATES jkt@cll.com, cla@cll.com, asc@cll.com, trademark@cll.com Phone:212-790-9200

### Applicant Information

Application No	77933265	Publication date	06/29/2010
Opposition Filing Date	12/27/2010	Opposition Period Ends	12/26/2010
Applicant	Enalasys, Inc 250 Avenida Campillo Calexico, CA 92231 UNITED STATES		

### Goods/Services Affected by Opposition

Class 036. All goods and services in the class are opposed, namely: Loans for energy efficient upgrades
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### Grounds for Opposition

Other	Please see attached pleading.
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Attachments	Ltr to Commissioner re NOO for S.T.A.R. (Enalasys).pdf ( 1 page )(140781 bytes ) NOO for S.T.A.R. (Enalasys).pdf ( 4 pages )(14088 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Carissa L. Alden/
Name	Carissa L. Alden
Date	12/27/2010



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**Carissa L. Alden**  
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December 27, 2010

**By Electronic Filing**

Commissioner for Trademarks  
Attn: TTAB  
P.O. Box 1451  
Alexandria, VA 22313-1451

Re: Starr International Company, Inc.  
Notice of Opposition Against  
Enalaysys, Inc.  
Application to register S.T.A.R.  
Ref. No. 28908.001

Dear Commissioner:

We enclose a Notice of Opposition against Application Serial Number 77/933,265 published in the Official Gazette on June 29, 2010. Contemporaneously with the electronic filing of this Notice of Opposition, we are arranging for an electronic payment in the amount of \$300 to cover the filing fee.

If the amount received is insufficient and additional fees are required, please charge our Deposit Account No. 03-3415.

Please address all future correspondence to the attention of Arlana S. Cohen of Cowan, Liebowitz & Latman, P.C.

Respectfully submitted,

/Carissa L. Alden/  
Carissa L. Alden

Enclosures

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In The Matter of Application Serial No. 77/933,265

Filed February 11, 2010

For Trademark S.T.A.R.

Published in the Official Gazette of June 29, 2010

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STARR INTERNATIONAL COMPANY,	)	
INC.,	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No.
	)	
ENALASYS, INC.,	)	
	)	
Applicant.	)	
-----X		

**NOTICE OF OPPOSITION**

Starr International Company, Inc., a corporation organized under the laws of Panama, having a business address at 101 Baarerstrasse, Zug, 6300, Switzerland (“Opposer”), believes that it will be damaged by registration of the mark S.T.A.R. (“Applicant’s S.T.A.R. Mark”) shown in Application Serial No. 77/933,265 filed February 11, 2010 (the “Application”) for “loans for energy efficient upgrades” in International Class 36, and having been granted extensions of time to oppose up to and including December 26, 2010, hereby opposes the same.

As grounds for opposition, it is alleged that:

1. Since long prior to February 11, 2010, Applicant’s constructive first use date, Opposer has engaged throughout the United States in the business of banking services and investment services and services related thereto, under the mark STARR INTERNATIONAL used either alone or in conjunction with other words and/or design elements (collectively, the “STARR INTERNATIONAL Marks”).

2. Opposer is the owner of U.S. Registration No. 3,803,701 and Application Serial No. 77/426,057 for the STARR INTERNATIONAL Marks.

3. Since long prior to February 11, 2010, Applicant's constructive first use date, Opposer has extensively advertised and otherwise promoted the sale of its services offered in connection with the STARR INTERNATIONAL Marks and have offered such services in interstate commerce.

4. As a result of the sales and promotion of its services offered in connection with the STARR INTERNATIONAL Marks, Opposer has built up highly valuable goodwill in the STARR INTERNATIONAL Marks, and said goodwill has become closely and uniquely identified and associated with Opposer.

5. On or about February 11, 2010, Applicant Enalasis, Inc. filed the Application to register Applicant's S.T.A.R. Mark on the Principal Register for "loans for energy efficient upgrades" in International Class 36 based on an alleged intent to use.

6. Upon information and belief, Applicant did not use Applicant's S.T.A.R. Mark in commerce in connection with its applied-for services in International Class 36 prior to its constructive first use date of February 11, 2010.

7. Upon information and belief, the services for which Applicant seeks to register Applicant's S.T.A.R. Mark are identical and/or closely related to the services in connection with which Opposer has used its STARR INTERNATIONAL Marks.

8. Applicant's S.T.A.R. Mark, so resembles STARR INTERNATIONAL Marks as to be likely, when applied to Applicant's services, to cause confusion, to cause mistake, and to deceive the trade and public, who are likely to believe that Applicant's services sold or offered for sale in connection with Applicant's S.T.A.R. Mark have their origin with Opposer and/or that

such services are approved, endorsed or sponsored by Opposer or associated in some way with Opposer. Opposer would thereby be injured by the granting to Applicant of a registration for Applicant's S.T.A.R. Mark.

9. Opposer would be further injured by the grant of registration to Applicant because Applicant's S.T.A.R. Mark would falsely suggest a connection between Applicant and Opposer, and would damage Opposer's valuable goodwill in the STARR INTERNATIONAL Marks.

WHEREFORE, Opposer prays that registration of the mark of application Serial No. 77/933,625 be refused and that this opposition be sustained.

Please recognize as attorneys for Opposer in this proceeding Arlana S. Cohen, Jill K. Tomlinson and Carissa L. Alden (members of the bar of the State of New York) and the firm of Cowan, Liebowitz & Latman, P.C., 1133 Avenue of the Americas, New York, New York 10036.

Please address all communications to Arlana S. Cohen, Esq. at the address listed below.

Dated: New York, New York  
December 27, 2010

Respectfully submitted,  
COWAN, LIEBOWITZ & LATMAN, P.C.  
Attorneys for Opposers

By:           /Carissa L. Alden/            
Arlana S. Cohen  
Jill K. Tomlinson  
Carissa L. Alden  
1133 Avenue of the Americas  
New York, NY 10036-6799  
(212) 790-9200

### **CERTIFICATE OF SERVICE**

I hereby certify that I caused a copy of the foregoing Notice of Opposition to be sent via first class, postage paid mail to Applicant's correspondent of record, Enalasys, Inc., 401 East Tuscaloosa Street, Florence, AL 35630-4725 with a courtesy copy to Applicant's attorney Sean Collin, Esq., President, IPWatch Corporation, 401 East Tuscaloosa Street, Florence, Alabama, 35630 on December 27, 2010.

/ Carissa L. Alden /  
Carissa L. Alden